



## **Indiana State Department of Agriculture (ISDA) SPECIALITY CROP BLOCK GRANT PROGRAM**

### **Purpose**

The Agricultural Marketing Service (AMS) announces the availability of approximately \$55 million in grant funds, to enhance the competitiveness of specialty crops. The funds announced under the Specialty Crop Block Grant Program (SCBGP) are authorized by the Food, Conservation and Energy Act of 2008. The application process to apply for the SCBGP-FB funds can be found in 7 CFR part 1290. State departments of agriculture are eligible to apply and are encouraged to involve industry groups, academia, and community-based organizations in the development of applications.

Therefore, the Indiana State Department of Agriculture (ISDA) is looking for project proposals from the specialty crop industry in the state to present for funding from USDA. The proposals must solely enhance specialty crops throughout the state of Indiana.

### **Eligibility**

Commissions, public entities, associations, and/or nonprofit organizations that represent specialty crops as defined by USDA in Indiana agriculture are eligible to apply (as specified in the criteria section of this program guidance on page 3). Applicants must be a legal entity and have the legal capacity to contract. Grant funds will not be awarded for projects that solely benefit a particular commercial product or provide a profit to a single organization, institution, or individual.

### **Types of Grants and Eligible Activities**

Grants can be used for solely enhancing the competitiveness of specialty crops through the following issues affecting the specialty crop industry: increasing child and adult nutrition knowledge and consumption of specialty crops; improving efficiency and reducing costs of distribution systems; assisting all entities in the specialty crop distribution chain in developing “Good Agricultural Practices”, “Good Handling Practices”, “Good Manufacturing Practices”, investing in specialty crop research, including organic research to focus on conservation and environmental outcomes; enhancing food safety; developing new and improved seed varieties and specialty crops; pest and disease control; and sustainability. Also, Market promotion; domestic or international promotion of qualified Indiana food and agricultural products, or distribution to mitigate trade barriers that prevent or slow entry of qualified Indiana food and agricultural products into foreign markets. Please note that funds can not be used for any capital expenditures such as buildings, land, equipment (tangible personal property

having a useful life of more than one year and an acquisition cost which equals or exceeds \$5000), grant administrative or indirect costs or staffing.

### **Range of Grant Funding Requests**

Minimum - \$2,000 Maximum - \$50,000

### **Timeline**

March of 2011 – Announcement of grant program

June 17, 2011 – Applications due to ISDA

June 20-30, 2011– Internal ISDA review and recommendation

July 13, 2011 – Submit full application for SCBG by ISDA

September 30, 2011 – Awards announced \*

December 2011 – Contracts issued \*

January 1, 2012 – Projects may commence once contract is signed by both parties.

December 31, 2012 – Project work must be completed

*\*Estimated only, actual timeline will depend on USDA.*

### **Award Process of Payments**

Awarded SCBGP grantees will receive 50% of their funds as their initial payment at the beginning of their project. The final 50% will be received by the grantee once a report has been submitted documenting how the initial 50% of the funds were allocated/expended.

### **DUNS NUMBER REQUIREMENT *\*\*New this year\*\****

All applicants must have a Data Universal Numbering System (DUNS) number and a Central Contract Registration (CCR). DUNS can be obtained at <http://fedgov.dnb.com/webform> and CCR's at <https://www.bpn.gov/ccr/default.aspx>. No entity may receive a Specialty Crop Block Grant unless the entity has provided a DUNS number.

### **Contract Requirements**

Successful applicants will be required to execute a grant contract, and no work under this grant may begin before the contract is fully executed. Contracts will specify milestones, outcomes, deliverables and a payment schedule for these deliverables. Awardees must submit a report once the initial 50% of the funds have been expended and a final report following the completion of the project. The final 50% of the funds will be released to the grantee after ISDA receives the initial report documenting expenditures of the grant funds.

### **Project Selection Process**

Applications will be reviewed by ISDA staff and by an advisory committee established by ISDA. Using the recommendations of both parties, applications will be submitted to ISDA's Director, who will make the final determination.

### **Criteria for Selection**

- Project has clear identifiable goals and demonstrates tangible benefits for the industry segment and for Indiana's overall food and agriculture economy.

- Project increases the sales of Indiana grown or manufactured food and agriculture products, including:
  - Increasing the volume of products sold
  - Increasing the price of products sold
  - Increasing the market share of products sold

*Please note that the size of the industry will be taken into consideration. For example, a \$10,000 increase in sales could have a more significant impact in a smaller industry than a larger one.*

- Project addresses a challenge or opportunity, fits into the overall marketing plan of the industry sector, and adds to its overall marketing strategy.
- Project has clear criteria by which to evaluate the success of the project. Goals and expected outcomes are verifiable, measurable and realistic for the scope of the project.
- Project has a high probability of achieving its goals.
- Project has strong industry support.
- Project will benefit many companies in the industry sector.

Projects that leverage grant dollars with outside funding will receive priority.

- Project must fall under one or more of the Eligible Specialty Crops listed below.

Algae	Hops
Chickpeas	Kava
Christmas trees	Lavender
Cocoa	Lentils
Coffee	Maple syrup
Cut flowers	Mushrooms
Dry edible beans	Organic fruits and vegetables
Dry peas	Peppermint
Foliage	Potatoes
Fruit grapes for wine	Seaweed
Garlic	Spearmint
Ginger root	Sweet Corn
Ginseng	Vanilla
Herbs	Vegetable seeds
Honey	

In addition, the following crops are eligible: Commonly recognized fruits, vegetables, tree nuts, dried fruits, and nursery crops (including floriculture).

### **Application Process**

Applications must be submitted via e-mail no later than 4 pm EST on June 17, 2011. The emailed version of the application must be in Microsoft Word format. Applications are to be sent to:

Ann Schmelzer  
Program Manager for Entrepreneurship and Diversification  
Indiana State Department of Agriculture  
[aschmelzer@isda.in.gov](mailto:aschmelzer@isda.in.gov)  
317.696.9389

# Application Instructions

## MARKET PROMOTION & DISTRIBUTION GRANT PROGRAM

### 1. APPLICATION COVER SHEET

Complete the Application Cover Sheet for your project (See end of program guidance for template).

### 2. APPLICATION NARRATIVE

The application should be typed in Microsoft Word using a 12 pt font and include detailed information on the following categories in the order listed below and cannot exceed 6 pages.

**Abstract.** Include the lead agency for administering the plan, along with an abstract of 200 or fewer words for the proposed project.

**Project purpose.** Clearly state the specific issue, problem, interest, or need to be addressed. Explain why this project is important and timely and how it will solely effect specialty crops. Indicate if the project will be or has been submitted to or funded by another Federal or State grant program.

**Potential Impact.** Discuss the number of people or operations affected, the intended beneficiaries of each project, and/or potential economic impact.

**Expected Measurable Outcomes.** Describe at least two distinct, quantifiable, and measurable outcomes that directly and meaningfully support each project's purpose. The outcome measures must define an event or condition that is external to the project and that is of direct importance to the intended beneficiaries and/or the public. Examples of outcome measures may include per capita consumption, consumer awareness as a percent of target market reached, market penetration based on sales by geographic region, dollar value of exports, or web site hits. Describe the plan that will be used to show performance improvements. Include a performance-monitoring plan to describe the process of collecting and analyzing data to meet the outcome-oriented objectives.

Provide a timeframe when outcome measures will be achieved. Outcome oriented objectives may be long term that exceed the grant period.

**Goal(s).** Describe the overall goal(s) in one or two sentences for this project.

**Work Plan.** Explain briefly the activities that will be performed to accomplish the objectives of the project. Be clear about who will do the work. Include appropriate time lines. Expected measurable outcomes may be long term that exceed the grant period. If so, provide a timeframe when long term outcome measure will be achieved.

**Budget Narrative.** Provide sufficient information in paragraph format about each budget category (see Budget table at end of application) to demonstrate that grant funds are being expended on activities that meet the purpose of the program.

**Project Oversight.** Describe the oversight practices that provide sufficient knowledge of grant activities to ensure proper and efficient administration.

**Alternative Project Funding.** List any other funding you may be receiving for this project and where that funding is coming from.

**Project Commitment.** Describe how all grant partners commit to and work toward the goals and outcome measures of the proposed project.

**Multi-state Projects.** If you are proposing a multi-state project, contact ISDA for detailed requirements.

### **3. BUDGET**

Complete the budget form (last page of application), showing the uses for the state grant funds. State per diem rates must be used for travel expenses. Please see Web site for details: <http://www.in.gov/idoa/3076.htm> Provide any additional details or explanations as needed.

**Personnel.** For each project participant, indicate their title, the percent of full time equivalents (FTE), and the corresponding salary for the FTE.

(The rest of this page was left blank intentionally.  
**Please scroll further down for application and budget.)**

<b>APPLICATION COVER SHEET</b> <b>ISDA Market Promotion and Distribution Grant Program</b>		
<b>Name of Organization:</b>		
<b>Address:</b>		
<b>City:</b>	<b>State:</b>	<b>ZIP:</b>
<b>Federal Tax ID #</b>		
<b>DUNS #:</b>	<b>Contact &amp; Title:</b>	
<b>Phone:</b>	<b>Email:</b>	
<b>Grant Category:</b> (please denote with x) <b>Market Promotion</b> _____ <b>Distribution</b> _____ <b>Other</b> _____		
<b>Industry Sector and Specific Commodity/Food for Promotion:</b> (e.g. Tree Fruit: Cherries)		
<b>Brief Project Description:</b>		
<b>Total Project Cost: \$</b>		
<b>Grant Request: \$</b>		
<i>Certification: I certify to the best of my knowledge that the information in this application is true and correct and that I am legally authorized to sign and submit this application on behalf of this organization, which is legally eligible to enter into a grant contract.</i> <b>Name of Authorized Signatory:</b>		

**Budget for:**

<b><u>Cost Category</u></b>	<b><u>ISDA Grant Request</u></b>	<b><u>Total Project Costs</u></b>
<b>Personnel (Salary &amp; Benefits)</b>		
<b>Contracting*</b>		
<b>Promotional Materials</b>		
<b>Travel</b>		
<b>Supplies</b>		
<b>Equipment</b>		
<b>Other</b>		
<b>Total:</b>		

**Travel: based on number of persons. State reimbursement rates apply, see link for details. <http://www.in.gov/idoa/3076.htm>**

\* For “contractual” indicate hourly rate and # hours. For flat fee, list what it covers.